

# Serving Victims Building Trust Restoring Hope

## SECTION 2 | DEVELOPING YOUR CAMPAIGN: PARTNERSHIPS & STRATEGIES

National Crime Victims' Rights Week (NCVRW) is an annual observance to bring communities together and educate the public about victims' rights, protections, and services. This year's theme—*Serving Victims. Building Trust. Restoring Hope.*—speaks to the idea that, when victims receive culturally sensitive and appropriate support and services in the immediate aftermath of a crime, it establishes trust in their community and the criminal justice response. This trust, in turn, begins to restore their hope for healing and recovery.

This section, "Developing Your Campaign: Partnerships and Strategies," is designed to assist in sharing this message of hope and encouragement with victims. The resources provided will help as you plan your community networking and outreach for National Crime Victims' Rights Week and throughout the year. Ideas for special events, presentation tips, sample quotations, or proclamations—are all materials to help you draw on the skills and passion of your local community to take a stand for crime victims.

### Commemorative Calendar

Throughout the year, communities gather together to hold events that honor and support victims. These events are an important step toward raising awareness of victims' rights. For example, National Stalking Awareness Month, the National Day of Remembrance for Murder Victims, and National Teen Dating Violence Awareness Month offer unique opportunities to focus on specific issues that affect crime victims. Begin planning your NCVRW events by researching crime-related observances that take place throughout the nation every year. The Commemorative Calendar lists many of these observances, the dates they

will be held, and the contact information for primary organizers. Use this calendar to plan your events and identify partners for your outreach campaigns.

### OVC Events Calendar

The Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice, publishes a National Calendar of Victim Assistance-Related Events (<http://ovc.ncjrs.gov/ovccalendar>). This continually updated calendar offers extensive listings of national, state, and local victim-related events. Browse the calendar to see what communities across the country are doing, and list your own NCVRW meetings, ceremonies, and forums, as well as other victim-related events throughout the year.

### Notable Quotables

A key NCVRW goal is to inspire and motivate your community to support victims' rights. Your speeches, announcements, and presentations may benefit from including a few powerful quotations to underscore this message of collective support. The quotations compiled here build on the 2016 NCVRW theme—*Serving Victims. Building Trust. Restoring Hope.*—and highlight how building trust and restoring hope creates strong, resilient survivors and communities.

### Sample Proclamation

National Crime Victims' Rights Week ceremonies often include proclamations from public officials—governors, mayors, or county council presidents—to inspire the

community, raise awareness of victims' rights, and address unmet needs. Officials often hold public signings of these proclamations and invite sponsoring agencies and the local media to attend. Increase the likelihood that they will issue a proclamation by providing them with the sample that is included in this section; they will appreciate having an example to guide their own proclamations and public statements. Be sure to contact your officials well in advance of National Crime Victims' Rights Week to invite them to speak at your ceremony or to issue a NCVRW proclamation.

## Presentation Tips

National Crime Victims' Rights Week is the perfect opportunity to educate your community about victims' issues. You may be invited to speak at assemblies, conferences, or other events to explore the year's theme and promote victims' rights. Getting started on a presentation can be daunting; however, if you break it down into smaller steps, it's easier to tackle the task and prepare a presentation that will inspire and motivate your NCVRW audiences. The presentation tips included in this section will help you clarify your goals, cater to your audience, and choose the best approach for your comments. The section also includes a sample PowerPoint template featuring the 2016 NCVRW theme and design to customize and tailor to your needs. Appeal to your audience by choosing issues that directly affect their local community or by focusing on special services that are available to crime victims in your area. Talk with your colleagues and research local media outlets for local crime trends. You may check the FBI's Uniform Crime Reports Data Tool at [www.ucrdatatool.gov](http://www.ucrdatatool.gov) to see whether your local area is included: by using localized information and statistics, you will show your audience why crime victims' rights should matter to them.

## Extend Your Reach through Partnerships

Partnerships with other organizations and allied professionals can dramatically boost the impact of your campaign. Ask businesses, civic organizations, faith communities, professional associations, and other partners to lend their skills, resources, and staff time to your NCVRW campaign. Once your organization decides to participate in the week's events, identify potential partners, contact them right away, and explore ways to partner for National Crime Victims' Rights Week. By joining forces, you will create a memorable campaign in your community and lay the foundation for future partnerships.

## Ideas for Special Events

Communities across the nation adopt unique strategies to observe National Crime Victims' Rights Week. In anticipation of National Crime Victims' Rights Week, your organization has the opportunity to reach out to other local groups and coordinate events that honor crime victims and raise awareness of victim issues within the community. Opening ceremonies, candlelight vigils, school poster competitions, art exhibits, and walk/run events are only a few examples of the many commemorative or educational activities you could organize. Every year, the National Association of VOCA Assistance Administrators, through a grant from the Office for Victims of Crime, competitively selects agencies, nonprofit programs, community-based victim service organizations, faith-based organizations, and community coalitions to receive Community Awareness Project grants to conduct NCVRW events. (See <http://cap.navaa.org> for more information.) This section includes some of the event ideas from the 2015 Community Awareness Project grantees. \*

Build on your NCVRW outreach throughout the year by highlighting relevant awareness days in your community. Posters on a variety of crime issues are available for free download from the gallery of the Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, at <http://ovc.ncjrs.gov/gallery>. These events and materials help crime victims feel supported and respected by their community year round. Whether for one day or an entire month, these public recognitions are powerful tools to build trust with victims and help restore their hope.

The NCVRW Commemorative Calendar below lists occasions and organizations you may want to promote throughout the year. For additional events, periodically visit OVC's National Calendar of Victim Assistance-Related Events at <http://ovc.ncjrs.gov/ovccalendar>. You may also add your own events to OVC's national calendar.

## January

### **National Mentoring Month**

MENTOR: The National Mentoring Partnership  
617-303-4600  
[www.nationalmentoringmonth.org](http://www.nationalmentoringmonth.org)

### **National Stalking Awareness Month**

Stalking Resource Center  
National Center for Victims of Crime  
202-467-8700  
[www.stalkingawarenessmonth.org/about](http://www.stalkingawarenessmonth.org/about)

### **Tax Identity Theft Awareness Week**

Federal Trade Commission  
January 25 – 29, 2016  
202-326-2222  
[www.consumer.ftc.gov/tax-identity-theft-awareness-week](http://www.consumer.ftc.gov/tax-identity-theft-awareness-week)

## February

### **National Teen Dating Violence Awareness and Prevention Month**

Break the Cycle  
310-286-3383 (Los Angeles)  
202-824-0707 (Washington, DC)  
[www.loveisrespect.org/resources/teendvmonth](http://www.loveisrespect.org/resources/teendvmonth)

## March

### **National Consumer Protection Week**

March 6 – 12, 2016  
[www.ncpw.gov](http://www.ncpw.gov)

## April

### **National Child Abuse Prevention Month**

Administration for Children and Families  
U.S. Department of Health and Human Services  
800-394-3366  
[www.childwelfare.gov/preventing/preventionmonth](http://www.childwelfare.gov/preventing/preventionmonth)

### **National Sexual Assault Awareness Month**

National Sexual Violence Resource Center  
877-739-3895  
[www.nsvrc.org/saam](http://www.nsvrc.org/saam)

### **National Youth Violence Prevention Week**

National Association of Students Against  
Violence Everywhere  
April 4 – April 8, 2016  
866-343-SAVE (866-343-7283)  
[www.nationalsave.org/what-we-do/save-events/national-youth-violence-prevention-week](http://www.nationalsave.org/what-we-do/save-events/national-youth-violence-prevention-week)

## National Crime Victims' Rights Week

Office for Victims of Crime  
U.S. Department of Justice  
April 10 – April 16, 2016  
800-851-3420  
[www.ovc.gov/ncvrw2016](http://www.ovc.gov/ncvrw2016)

## Global Youth Service Days

Youth Service America  
April 15 – April 17, 2016  
202-296-2992  
[www.gysd.org](http://www.gysd.org)

## May

### Older Americans Month

Administration for Community Living  
U.S. Department of Health and Human Services  
202-619-0724  
[www.acl.gov](http://www.acl.gov)

### National Law Day

American Bar Association  
May 1, 2016  
312-988-5720  
[www.lawday.org](http://www.lawday.org)

### National Correctional Officers' and Employees' Week

American Correctional Association  
May 1 – May 7, 2016  
800-222-5646  
[www.aca.org](http://www.aca.org)

## National Police Week

Concerns of Police Survivors  
May 10 – May 17, 2016  
573-346-4911  
[www.policeweek.org](http://www.policeweek.org)  
[www.nationalcops.org](http://www.nationalcops.org)

## National Peace Officers' Memorial Day

Concerns of Police Survivors  
May 15, 2016  
573-346-4911  
[www.policeweek.org](http://www.policeweek.org)  
[www.nationalcops.org](http://www.nationalcops.org)

## National Missing Children's Day

National Center for Missing and Exploited Children  
May 25, 2016  
800-THE-LOST (800-843-5678)  
[www.missingkids.com/May25](http://www.missingkids.com/May25)

## June

### World Elder Abuse Awareness Day

National Center on Elder Abuse  
U.S. Department of Health and Human Services  
June 15, 2016  
855-500-3537  
[www.ncea.aoa.gov/Get\\_Involved/Awareness/WEAAD/index.aspx](http://www.ncea.aoa.gov/Get_Involved/Awareness/WEAAD/index.aspx)

## July

### Pretrial, Probation, and Parole Supervision Week

American Probation and Parole Association  
July 17 – July 23, 2016  
859-244-8203  
[www.appa-net.org](http://www.appa-net.org)

## September

### National Campus Safety Awareness Month

Clery Center for Security on Campus  
484-580-8754

[www.clerycenter.org/national-campus-safety-awareness-month](http://www.clerycenter.org/national-campus-safety-awareness-month)

### National Suicide Prevention Week

American Association of Suicidology  
September 5 – September 11, 2016  
202-237-2280

[www.suicidology.org](http://www.suicidology.org)

### World Suicide Prevention Day

International Association of Suicide Prevention  
September 10, 2016

[www.iasp.info](http://www.iasp.info)

### September 11th National Day of Service and Remembrance

Corporation for National and Community Service  
September 11, 2016  
800-942-2677

[www.serve.gov/?q=site-page/september-11th-national-day-service-and-remembrance](http://www.serve.gov/?q=site-page/september-11th-national-day-service-and-remembrance)

### National Day of Remembrance for Murder Victims

National Organization of Parents Of Murdered Children  
September 25, 2016  
513-721-5683

[www.pomc.org](http://www.pomc.org)

## October

### National Bullying Prevention Awareness Month

PACER Center  
888-248-0822  
952-838-9000

[www.pacer.org/bullying/nbpm](http://www.pacer.org/bullying/nbpm)

### National Crime Prevention Month

National Crime Prevention Council  
202-466-6272

[www.ncpc.org/programs/crime-prevention-month](http://www.ncpc.org/programs/crime-prevention-month)

### National Domestic Violence Awareness Month

National Resource Center on Domestic Violence  
800-537-2238

[www.nrcdv.org/dvam/DVAM-Events](http://www.nrcdv.org/dvam/DVAM-Events)

### America's Safe Schools Week

National School Safety Center  
October 16 – October 22, 2016  
805-373-9977

[www.schoolsafety.us](http://www.schoolsafety.us)

## November

### Tie One on for Safety

Mothers Against Drunk Driving  
November 10, 2016 – January 1, 2017  
877-ASK-MADD (800-275-6233)

[www.madd.org](http://www.madd.org)

## December

### National Impaired Driving Prevention Month

Mothers Against Drunk Driving  
877-ASK-MADD (800-275-6233)

[www.madd.org](http://www.madd.org) \*

# Notable Quotables

The 2016 theme—*Serving Victims. Building Trust. Restoring Hope.*—reminds communities that, by coming together to support and assist victims, we help build trust, restore hope, and break the cycle of violence. Through community action and service, we all become stronger, together. The following quotations about the importance of service, trust, and hope will help inspire your NCVRW audiences to support crime victims in their own community.

## Service

“The best way to find yourself is to lose yourself in the service of others.”

—MAHATMA GANDHI (1869 - 1948)

“We only have what we give.”

—ISABEL ALLENDE (1942 - )

“The purpose of human life is to serve, and to show compassion and the will to help others.”

—ALBERT SCHWEITZER (1875 - 1965)

“Act as if what you do makes a difference. It does.”

—WILLIAM JAMES (1842 - 1910)

“Be not simply good—be good for something.”

—HENRY DAVID THOREAU (1817 - 1862)

“To do more for the world than the world does for you, that is success.”

—HENRY FORD (1863 - 1947)

“Those who are the happiest are those who do the most for others.”

—BOOKER T. WASHINGTON (1856 - 1915)

“Our prime purpose in this life is to help others, and if you can't help them, at least don't hurt them.”

—DALAI LAMA (1935 - )

“I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold, service was joy.”

—RABINDRANATH TAGORE (1861 - 1941)

“If you get, give. If you learn, teach.”

—MAYA ANGELOU (1928 - 2014)

## Trust

“Learning to trust is one of life's most difficult tasks.”

—ISAAC WATTS (1674 - 1748)

“None of us knows what might happen even the next minute, yet still we go forward. Because we trust. Because we have Faith.”

—PAULO COELHO (1947 - )

“To handle yourself, use your head; to handle others, use your heart.”

—ELEANOR ROOSEVELT (1884 - 1962)

“We're never so vulnerable than when we trust someone—but paradoxically, if we cannot trust, neither can we find love or joy.”

—WALTER ANDERSON (1885 - 1962)

“Whoever is careless with the truth in small matters cannot be trusted with important matters.”

—ALBERT EINSTEIN (1879 - 1955)

"It is impossible to go through life without trust: that is to be imprisoned in the worst cell of all, oneself."

—GRAHAM GREENE (1904 - 1991)

"Trust men and they will be true to you; treat them greatly and they will show themselves great."

—RALPH WALDO EMERSON (1803 - 1882)

"Trust is not simply a matter of truthfulness, or even constancy. It is also a matter of amity and goodwill. We trust those who have our best interests at heart, and mistrust those who seem deaf to our concerns."

—GARY HAMEL (1954 - )

"Alone we can do so little; together we can do so much."

—HELEN KELLER (1880 - 1968)

"You must trust and believe in people or life becomes impossible."

—ANTON CHEKHOV (1860 - 1904)

## Hope

"Hope is being able to see that there is light despite all of the darkness."

—DESMOND TUTU (1931 - )

"Hope is the thing with feathers

That perches in the soul -

And sings the tune without the words -

And never stops at all."

—EMILY DICKINSON (1830 - 1886)

"To persevere, trusting in what hopes he has, is courage in a man."

—EURIPIDES (480 - 406 BC)

"Don't ever underestimate the importance you can have because history has shown us that courage can be contagious and hope can take on a life of its own."

—MICHELLE OBAMA (1964 - )

"Hope is important because it can make the present moment less difficult to bear. If we believe that tomorrow will be better, we can bear a hardship today."

—THICH NHAT HANH (1926 - )

"Everything that is done in the world is done by hope."

—MARTIN LUTHER (1483 - 1546)

"Hope is like peace. It is not a gift from God. It is a gift only we can give one another."

—ELIE WIESEL (1928 - )

"When the whole world is silent, even one voice becomes powerful."

—MALALA YOUSAFZAI (1997 - )

"There is no medicine like hope, no incentive so great, and no tonic so powerful as expectation of something tomorrow."

—ORISON SWETT MARDEN (1850 - 1924)

"You are the stars and the world is watching you. By your presence, you send a message to every village, every city, every nation. A message of hope. A message of victory."

—EUNICE KENNEDY SHRIVER (1921 - 2009)

"There was never a night or a problem that could defeat sunrise or hope."

—BERNARD WILLIAMS (1929 - 2003) \*

## National Crime Victims' Rights Week, April 10-16, 2016

- Whereas, Americans are the victims of more than 20 million crimes each year,\* and crime can touch the lives of anyone regardless of age, national origin, race, creed, religion, gender, sexual orientation, immigration, or economic status;
- Whereas, Many victims face challenges in finding appropriate services, including victims with disabilities, young victims of color, Deaf and hard of hearing victims, LGBTQ victims, tribal victims, elder victims, victims with mental illness, immigrant victims, teen victims, victims with limited English proficiency, and others;
- Whereas, Too many communities feel disconnected from the justice and social response systems, and have lost trust in the ability of those systems to recognize them and respond to their needs;
- Whereas, Victims of repeat victimization who fail to receive supportive services are at greater risk for long-term consequences of crime;
- Whereas, The victim services community has worked for decades to create an environment for victims that is safe, supportive, and effective;
- Whereas, Intervening early with services that support and empower victims provides a pathway to recovery from crime and abuse;
- Whereas, Honoring the rights of victims, including the right to be heard and to be treated with fairness, dignity, and respect, and working to meet their needs rebuilds their trust in the criminal justice and social service systems;
- Whereas, Serving victims and rebuilding their trust restores hope to victims and survivors, as well as their communities;
- Whereas, National Crime Victims' Rights Week, April 10-16, 2016, is an opportune time to commit to ensuring that all victims of crime—even those who are challenging to reach or serve—are offered culturally and linguistically accessible and appropriate services in the aftermath of crime; and
- Whereas, *(Your organization)* is hereby dedicated to serving victims, building trust, and restoring hope for justice and healing;

Now, therefore, I, \_\_\_\_\_, as *(Governor/County Executive/Mayor, Other Title)* of \_\_\_\_\_, do hereby proclaim the week of April 10-16, 2016, as

### Crime Victims' Rights Week

And reaffirm this *(City/County/Parish/State/Tribe's)* commitment to creating a victim service and criminal justice response that assists all victims of crime during Crime Victims' Rights Week and throughout the year; and to

Express our sincere gratitude and appreciation for those community members, victim service providers, and criminal justice professionals who are committed to improving our response to all victims of crime so that they may find relevant assistance, support, justice, and peace.

\_\_\_\_\_ (signature)

\_\_\_\_\_ (date)

\* Jennifer L. Truman and Lynn Langton, *Criminal Victimization, 2014*, (Washington, DC: Bureau of Justice Statistics, U.S. Department of Justice, 2015), 1, accessed November 6, 2015, <http://www.bjs.gov/content/pub/pdf/cv14.pdf>.

Presentations are unique opportunities to educate your community about victims' rights and services during National Crime Victims' Rights Week. Civic groups, schools, or businesses may ask you to speak to their members or other audiences about challenges faced by victims and what individuals in the community can do to help. Check newspaper headlines and talk to your colleagues and community members about pressing issues in your area. What are the most common crimes? What do victims need? What does your community provide for victims, and do any of these services rely on the Crime Victims Fund? How do local services fall short? What can your community do to improve its response to victims? Focus on crimes that affect your audience, and make your presentation interactive to involve them in ways the community can help support victims.

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## Planning Your Presentation

### Audience

The success of your presentation depends on your ability to engage your audience. When you are invited to speak, find out:

- Who is your audience?
- Why have you been invited to speak?
- What do they want to know about crime and victimization? Which issues concern them most?
- How can you help them be more responsive and better serve victims in their community?

For a student audience, become familiar with what's happening in the school community—dating violence, bullying, or gun violence? Ask the students what community means to them. For civic groups, think about the crimes that take place out of the public eye. Is domestic violence a major problem? How does this violence affect families and the community? How can community groups join forces to address these issues? If you start by asking such questions, your presentation will engage the audience in areas of concern and may even facilitate dialogue about possible solutions.

### Message

Determine the overall message of your presentation based on your audience and the topics you've been asked to address. What do you want your audience to take away from the presentation? Perhaps your message targets everyone's responsibility to report child sexual abuse—or the need to spot and help prevent financial crime. The message could suggest that the audience can help prevent violence against children and also help child victims grow into non-violent adults. Decide on your theme before you begin outlining, writing, or preparing your PowerPoint slides. Think about how your theme relates to National Crime Victims' Rights Week and the invitation to speak. Choose a presentation title that captures your main idea, and refer to your theme in the beginning, body, and conclusion of your talk. As in a speech, begin by telling your audience what you are going to say, remind them of your theme as you develop your sub-themes, and then recap your main idea as you conclude.

### Presentation Roadmap

Next, plan how you will organize the overall structure of the presentation. How will you start and end your remarks? Limit yourself to three ideas that support your key message, and weave these ideas into a narrative that matters to your audience.

## 1. Opening:

Grab your audience's attention right away. Tell a quick, compelling story about a crime in your community, cite a surprising statistic, or ask your audience to guess the facts about a specific crime (e.g., Fact or Fiction? The single best predictor of victimization is having been previously victimized. Previous victimization is a better predictor of future victimization than any other characteristic of crime). Then relate your story or statistics back to your main message (e.g., early intervention helps to prevent future victimization or even involvement in the criminal justice system).

## 2. Structure:

Build your presentation around three supporting ideas, placed in a logical pattern that leads to a clear conclusion. Typical idea development structures include:\*

- **Chronological:** Past, present, future
- **Sequential:** Step-by-step process (e.g., for project rollout)
- **Climactic:** Least to most important
- **Problem–Solution:** Problem, solution, benefits
- **Compare–Contrast:** Similarities and differences of specific factors
- **Cause and Effect:** Causes and results of specific situations
- **Advantage–Disadvantage:** Information arranged into “good” or “bad” categories to help audience see both sides of an issue.

Once you have selected your organizational structure, jot down supporting ideas and evidence, illustrations, or stories to support your main message. If your goal is to persuade

your audience that they can help solve a problem (e.g., repeat victimization), you might organize your presentation as follows:

**a. Problem:** Many victims never disclose their victimization or seek appropriate assistance. Some victims encounter cultural, organizational, behavioral, financial, or geographical barriers to accessing victim services. Some distrust the system, fear retaliation, feel a stigma, or have other complex reasons that preventing them from seeking help.

**b. Solution:** We must reach victims where they are—physically, culturally, and emotionally—as early as possible. We must listen and facilitate access to comprehensive, individualized services to empower victims in their recovery and healing. We must enlist the help of sources they already trust by developing relationships with community based programs that incorporate grassroots leadership and outreach.

**c. Benefits:** Intervening with critical services at the earliest stages benefits all victims, no matter their age or circumstance, by addressing trauma, providing a safe environment, and preventing further victimization, retaliation, or even death—and leads to stronger, more resilient communities.

## 3. Conclusion:

End your presentation by restating your theme and solution. For example, you might say: To serve all victims it is critical that we work together to mobilize partners, engage policy makers, and continually raise awareness by highlighting victims' issues. We all play a role in serving victims, building trust, and restoring hope.

## Using PowerPoint

For many speakers, PowerPoint or other slide-based presentations have become the norm. Presenters use this

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\* Nancy Duarte, *Resonate: Present Visual Stories That Transform Audiences*, (Hoboken, NJ: John Wiley & Sons, 2010), 129.

tool as a “roadmap” for their audience and as a way to remind themselves of their main points. Well-planned slides add color and variety to your presentation and appeal to visual learners. PowerPoint is also a great planning tool because you can experiment with different images and arrangements for your talk. As you plan, focus on keywords and avoid crowding your slides with long phrases or paragraphs that will overwhelm your audience.

Public-speaking experts suggest the following guidelines for preparing effective slides:\*\*

- **Design:** Choose a simple, uncluttered design and solid colors.
- **Bullets:** Limit yourself to 6 bullets per slide, 6 to 8 words per bullet (3 or 4 is better).
- **Font:** Use sans serif fonts (e.g., Arial, Verdana) for readability.
- **Uppercase:** Avoid all-uppercase letters (except for titles).
- **Italics:** Use italics sparingly (harder to read).
- **Point Size:** Use at least 24-point type.
- **Contrast:** Use dark text on light backgrounds.
- **Consistency:** Use the same background design on every slide; use similar text styling (headings, body text, bullets) across all slides; use one color grouping on charts.
- **Graphics, Charts, and Photos:** Use simple graphics and photos that are visible to the audience. (The 2016 NCVRW Theme Artwork is available to use, as well as the 2016 PowerPoint title and master slides. See box.)
- **Animation:** Limit use of animation and sound effects.

- **Video:** Use video sparingly, to support the theme; embed your videos into PowerPoint rather than stream them from the Internet.
- **Notes:** Use the “notes” section of the slides to expand your list of ideas (avoid putting too much on one slide).
- **Parallel Structure:** Begin each bullet point with the same structural pattern (e.g., list of nouns, phrase beginning with active verb).
- **Spelling and Grammar:** Use spell check and proofread your slides several times.
- **Preview:** Preview every slide before the presentation.

Practice your presentation until you feel comfortable. Never read your slides but use them as a guide. As you rehearse, track how long it takes you to go through all the slides, and adjust your presentation to meet the time requirements for the talk.

## Communicating Effectively

Public speaking makes everyone somewhat nervous. You can overcome your anxieties by preparing carefully and concentrating on the audience when you speak. Your presentation is about them—not you. Your goal is to tell a story about a problem and let your audience know how they can help solve it. Share your enthusiasm about your theme, perhaps by interweaving an uplifting story about how an individual helped a child exposed to violence and abuse receive the necessary support to heal.

Speak in a positive, enthusiastic, warm tone. Smile, make eye contact, and focus on the audience. Try to vary your tone and facial expressions. Avoid mannerisms and physical gestures, and concentrate on the message. The more you practice, the less likely you will be to fall back on “fillers” such as “um” and “like” between your sentences. Be prepared for interruptions because if you are doing well,

\*\*Nancy Duarte, *Resonate*, 129.

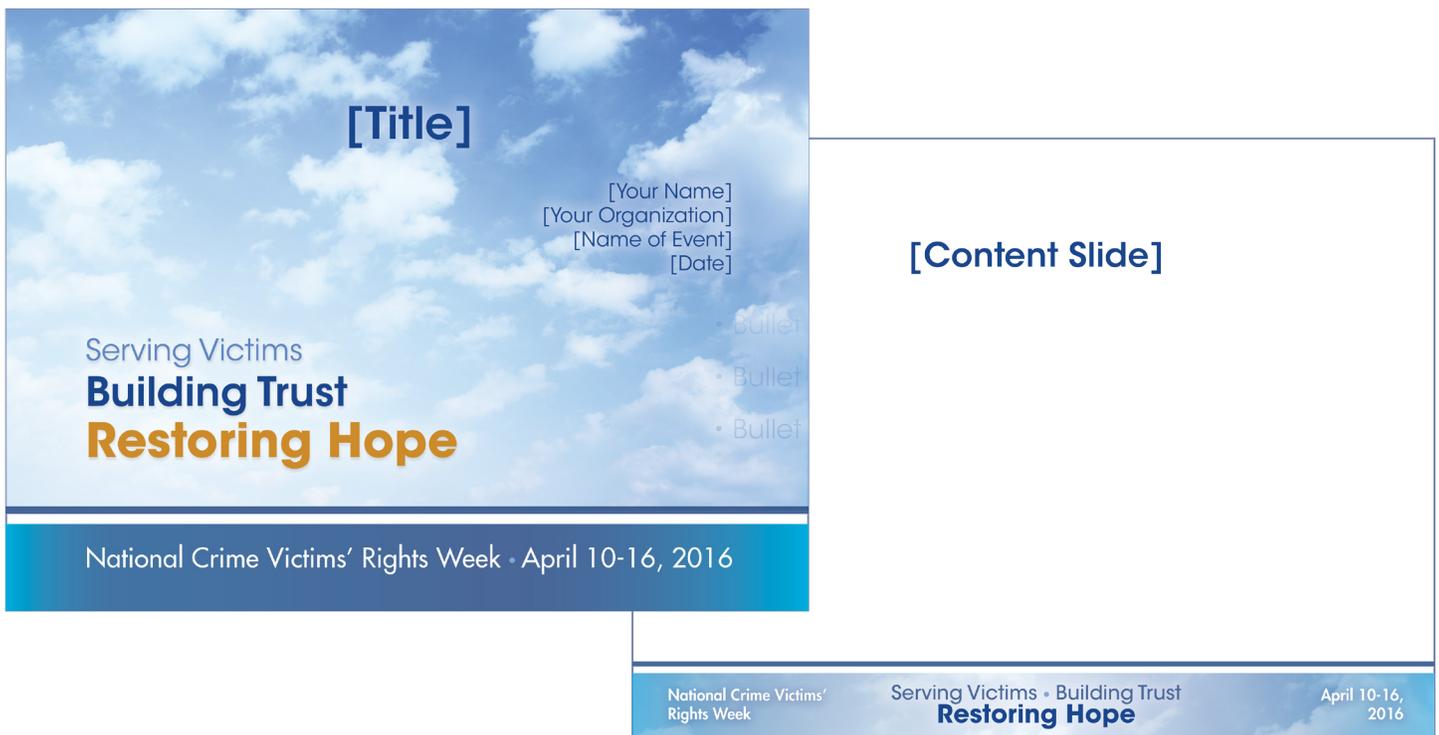
your audience will ask many questions. If you prefer to take questions at the end, tell your audience at the beginning. Also, let your audience know whether they may use social media during your presentation. Some presenters may encourage live tweeting during their presentation while others may find it distracting.

## SAMPLE POWERPOINT TEMPLATE

Accompanying this section is a sample PowerPoint template featuring the 2016 NCVRW theme and graphic design. You may use the template to prepare and customize your own NCVRW PowerPoint presentations. Images of the master title and content slides appear on this page, and the actual PowerPoint file is also available for download from the NCVRW website, [www.ovc.gov/ncvrw2016](http://www.ovc.gov/ncvrw2016).

## Prepare the Room

Check the room for any features that may disrupt your presentation, such as loud air conditioning or window glare. Make a list of these items and visit the room in advance to prepare for (and if possible, eliminate) potential distractions. Check the size, the layout, any physical obstacles, the location of the doors, and the amount of seating. Make sure your technology works. Test your computer, projector, screen, and microphones, and ask someone to tell you if your voice is audible. Load your presentation onto the computer, and run through the entire presentation to make sure the computer and projector are working properly. It's always a good idea to have a backup copy of your presentation on another computer, in an accessible email account, or on a removable drive. Also make a hard copy in case of unexpected technical problems. Arrive at least one hour before the presentation to check the equipment again and make sure you are comfortable before you speak. \*



The power of partnerships launched the crime victims' rights movement and the achievements we celebrate every year. Families of murdered children and victims of sexual assault, drunk driving, domestic violence, and other crimes mobilized at the grassroots level, joining forces to demand justice for victims of crime. The National Campaign for Victims' Rights founded by these partners led to President Ronald Reagan's reforms on behalf of crime victims, his declaration of the first National Crime Victims' Rights Week, and the creation of the Victims of Crime Act and Crime Victims Fund, whose anniversary we celebrate this week. Through our partnerships and community building, we have made history.

National Crime Victims' Rights Week offers an opportunity to renew and strengthen our partnerships, and to highlight the collaborative approaches that are integral to reaching victims early and establishing trust. The *2016 NCVRW Resource*

*Guide* itself is the product of a partnership between OVC and the National Center for Victims of Crime, and is supported by the U.S. Postal Inspection Service and the partner organizations listed in Section 7, "Additional Resources," of this Resource Guide. Through partnerships, organizations more effectively mobilize their experience, skills, messages, resources, and stakeholders to help plan a powerful NCVRW strategy.

This section includes ideas for partnerships to form as you plan your community's 2016 NCVRW activities. Use these ideas to expand your reach, distribute the workload, and build partnerships that will restore hope to victims.

## COMMUNITY PARTNER IDEAS

### Allied Professionals

- Victim Service Agencies
- Law Enforcement Professionals, Prosecutors, and Institutional and Community Corrections Professionals
- Healthcare Professionals
- Mental Health Professionals

### Art and Cultural Organizations

#### Businesses and Corporations

- Business and Professional Associations
- Fitness Clubs
- Grocery Stores and Restaurants
- Salons and Spas
- Visitors' and Convention Bureaus

### Civic Organizations

### Colleges and Universities

### Faith Communities

### Government Agencies and Officials

- Agencies Serving Seniors and Persons with Disabilities
- Community Liaison Offices
- Consumer Protection Agencies
- Libraries
- Public Officials
- Schools

### Military Installations

### Tribal Authorities

### Workforce Training/Job-Search Centers

### Youth-Serving Organizations

## Allied Professionals

Allied professionals, such as law enforcement and social services professionals, healthcare providers, consumer agencies, and community groups whose mission involves working with crime victims, all understand the impact of crime and the need to invest in serving victims effectively. Partnerships with allied professionals can strengthen your impact and may also lead to collaboration in other areas—such as fundraisers, public awareness campaigns, and coordinated community responses to victims in your area.

## Victim Service Agencies

Rape crisis centers, domestic violence shelters, district attorney's victim advocates, and homicide support organizations often work side by side in the same

jurisdiction. Collaborating with other victim service agencies that share your mission and challenges will produce wider audiences and a more powerful impact for your events. A jointly planned NCVRW information fair for local officials, for example, would showcase each agency's role in helping victims, and also pinpoint the current gaps in the community's response capacity.

## Law Enforcement Professionals, Prosecutors, and Institutional and Community Corrections Professionals

Criminal justice professionals offer powerful resources for outreach campaigns. Some law enforcement agencies have crime victim specialists to assess victims' needs, provide crisis intervention, help with safety planning, accompany victims through the criminal justice process, provide information about their cases, and refer them to victim services. Police departments may publish or distribute booklets or resource cards to help crime victims in the aftermath of crimes. Criminal justice agencies can help publicize your NCVRW events through their own communications networks and their ties to community institutions, such as businesses and schools. Invite police officers, school resource officers, corrections officials, or prosecutors to speak at your events. Honor public officials and criminal justice professionals who have shown particular concern for crime victims.

## Healthcare Professionals

Because victims often sustain injuries, medical professionals have firsthand knowledge about victimization and can help educate the community about the impact of crime. Primary care and emergency room physicians and nurses treat injured crime victims and regularly screen patients for signs of abuse. Sexual Assault Nurse Examiners (SANEs) care for sexual assault victims, and school nurses serve children who have been hurt or exposed to violence. These professionals play a key role in victims' ability to recover from crime and

have a strong interest in preventing crime. Invite your local hospital, medical and dental society, nurses' association, and physical and occupational therapists to help plan your NCVRW activities. These organizations can provide speakers for your educational programs and publicize your activities in their offices and through their communications networks.

## Mental Health Professionals

The mental health impact of crime can be severe and long-lasting. Victims may hesitate to resume their normal routines for fear of being victimized again. They may suffer from depression, posttraumatic stress disorder (PTSD), alcoholism, and a range of other problems. Child and teenage victims may have a variety of problems negotiating the journey to adulthood. Most victims never receive the psychological help they need. In planning your NCVRW events, contact your community mental health associations and other mental health professionals' societies. You might also work with drug treatment facilities, which seek to protect their clients from being victimized by crime. Give these organizations information about crime victim compensation, safety planning, and other services to share through their communications networks.

## Art and Cultural Organizations

Art and cultural organizations are often gathering places and social hubs of the community and can attract wide audiences. Art organizations such as galleries, art and music education programs, arts councils, and dance schools can contribute unique skills and resources to your NCVRW campaigns. They can host art exhibits, design flyers and media outreach, perform at events, and promote your observances to their members, patrons, and students. As you begin planning your campaign, contact the communications offices of your local organizations, propose an NCVRW partnership, and describe how such partnerships have worked successfully in other communities (see "Ideas for Special Events").

## Businesses and Corporations

Every year, businesses lose billions of dollars to crime, facing huge losses from shoplifting, vandalism, robbery, check fraud, and cybercrime. Business owners spend millions each year to protect themselves and their customers. Throughout the nation, businesses are forming their own coalitions, such as Business Improvement Districts, to beautify their business districts, attract customers, and prevent crime. Identify potential partners by researching which businesses have launched such initiatives, formed partnerships with law enforcement, or encouraged their employees to get involved in community service with at-risk youth or crime victims. Invite these businesses to become your NCVRW planning partners—to share resources, volunteers, marketing skills, and communications networks that can help develop your NCVRW events. Be sure to feature their leaders as speakers and honor their contributions to your community's NCVRW events.

## Business and Professional Associations

Business associations, which promote their members' interests and help revitalize communities, make great NCVRW partners. Work with your local Chamber of Commerce, Better Business Bureau, civic improvement societies (business–resident partnerships), insurance roundtables, and professional associations (e.g., bar association, information technology professionals association), or unions representing workers from various trades and professions. Contact officials from these organizations, explain how National Crime Victims' Rights Week advances their mission and enhances the community's well-being, and invite them to help plan your events. Build on these partnerships throughout the year to mobilize your community on behalf of crime victims.

## Fitness Clubs

Fitness clubs, which often operate from early morning until late evening or even around the clock, may have trouble

protecting the safety and property of their customers. Theft from customers' cars and lockers are common, and patrons leaving the gym after dark are vulnerable to assault. Contact local fitness centers and their parent companies and invite them to join in planning and publicizing National Crime Victims' Rights Week. Fitness clubs offer a great opportunity for sharing information to help protect their customers from crime. Encourage them to build awareness about their business by sponsoring your walk/run or other athletic events for victims' rights.

## Grocery Stores and Restaurants

Because almost everyone patronizes grocery stores and restaurants, these businesses will connect your NCVRW campaign to the entire community. Grocery stores can distribute NCVRW messages on their community bulletin boards and advertising flyers. Restaurants can use NCVRW placemats to build awareness about the week's events and donate food for your events. When you print your outreach products in a variety of languages, you can reach groups that might not otherwise receive NCVRW messages. Contact individual stores and restaurants and their associations, propose an NCVRW partnership, and plan how to involve your entire community in your NCVRW observance.

## Salons and Spas

Salons and spas are places of trust for many individuals, and salon professionals are in a unique position to provide information and resources to those who disclose their victimization. They are one of the few places victims may frequent without their abuser and play an important role in building awareness and safely referring clients to local resources. Many state licensing boards are requiring trainings for salon professionals on how to spot signs of domestic abuse and human trafficking. Make sure local salons and spas have materials about local NCVRW activities and are familiar with local resources for victims of

crime. Salon professionals can be powerful and influential partners in combating abuse.

## Visitors' and Convention Bureaus

To attract tourists, communities must be safe, secure places to visit. Visitors' and convention bureaus and hotel associations, which have a strong interest in public safety, can be resourceful NCVRW partners. Reach out to your local tourism-related agencies and alert them about protecting their customers and preventing crime. Hotels, for example, may appreciate receiving the latest updates on hackers using hotel Wi-Fi connections to steal personal information from their guests. Encourage them to join you in observing National Crime Victims' Rights Week. They can provide marketing and publicity for your campaign and help provide information on resources for crime victims in your area.

## Civic Organizations

Civic organizations play a crucial role in shaping communities' priorities and can lend support, prestige, and enthusiasm to NCVRW events. Reach out to organizations such as Kiwanis, Rotary Clubs, Lions Clubs, Soroptimist International, and other community organizations—as well as parent-teacher organizations, schools and university alumni groups, neighborhood and crime watch associations, retirees' groups, ethnic and cultural organizations, and even hobby groups such as photography and garden clubs. Members can help you plan and host events, design outreach materials, and volunteer. Organizations representing underserved victims (e.g., ethnic communities, victims with disabilities, seniors) can provide volunteers to help disseminate information about crime victims' rights and services. Some groups may provide translators to reach specific audiences, share volunteers, and offer guidance on the best ways to include their communities in NCVRW events.

## Colleges and Universities

Colleges and universities play integral roles in the local community and can host a wide range of NCVRW activities, such as art exhibits, rallies, and walk/run events. These institutions can provide space for events; they may also contribute design and media experts, subject matter scholars, donors and patrons, and enthusiastic student volunteers and participants to help with your NCVRW campaigns and events. Contact the communications offices of your local colleges and universities when you begin event planning. Ask them to partner with you and to suggest ways to enhance your campaign. Make sure you recognize their contributions in your ceremonies and outreach materials.

## Faith Communities

Local churches, synagogues, mosques, and their affiliate organizations have strong commitments to protecting their community members and supporting victims. Invite members of the clergy, lay leaders, and religious service organizations (e.g., the Knights of Columbus, American Friends Service Committee, B'Nai B'rith) and charities to join your NCVRW preparations. Assess the crime-related issues affecting the local neighborhoods around these religious institutions or ask religious leaders what kinds of information and help these communities might need. Ask their help in hosting events, mobilizing volunteers, and speaking at your NCVRW events.

## Government Agencies and Officials

Government agencies can powerfully boost the scope and impact of your NCVRW outreach with their broad distribution networks. Public safety departments (e.g., police departments, prosecutors' offices, family justice centers) often employ victim advocates, who can be valuable resources for reaching out to victims in the community. Additionally, partner with government consumer protection agencies, libraries, agencies for seniors, commissions for women and youth, and ethnic community liaison

offices to publicize events and contribute resources and volunteers. Partnerships with such agencies will also lay the groundwork for coordinated community responses to crime and other forms of collaboration throughout the year.

## Agencies Serving Seniors and Persons with Disabilities

Seniors and persons with disabilities are vulnerable populations and are frequently targeted for certain types of crime, such as scams, fraud, and abuse. These groups benefit from knowing their rights and the services available to them. Area Agencies on Aging, senior centers, adult protective services, commissions on aging, and community college senior education programs, as well as agencies serving persons with disabilities, offer outreach opportunities, community education, volunteers, and alliances to improve the safety of seniors and persons with disabilities in your community.

## Community Liaison Offices

Victims of crime in various ethnic groups may urgently need support from larger community agencies that serve as liaisons to ethnic groups. These offices can bring your NCVRW messages to communities that often do not know their rights or the services available to them as crime victims, regardless of their citizenship status. These offices share information about criminal justice procedures and reduce their community members' fear of reporting crime—a common problem among recent immigrants. National Crime Victims' Rights Week offers a great opportunity to involve the leaders of these communities who can help identify the greatest educational needs and devise useful strategies to better engage these vulnerable populations.

## Consumer Protection Agencies

Some county, state, and even local governments have agencies to protect their citizens from fraud, theft, and irresponsible business practices. Consumer protection staffs provide the latest information about scams and other forms of financial abuse in their communities. These agencies may offer speakers for your events, facts about recent patterns of financial crimes in your area, and information about how victims of scams or abusive practices can seek their assistance.

## Libraries

Public libraries offer unique access to a wide range of community members. Students, seniors, neighborhood leaders, and patrons from every demographic use libraries and their websites to find information and connect with the community. Libraries can host meetings and educational forums, display NCVRW posters, post announcements, or present multimedia displays on crime victims' rights or victim assistance.

## Public Officials

Your federal, state, and local officials provide visibility, authority, and prestige to National Crime Victims' Rights Week. Through proclamations, official news releases, and their presence at NCVRW ceremonies, mayors, governors, state's attorneys, and other officials underscore the importance of crime victims' rights and lend the power of their offices to your observances. Contact their staff to invite your elected officials to participate in outreach and events. Your collaboration with elected officials on NCVRW activities may also promote your organization as a resource for legislation and public policy on crime victim issues in your community.

# Extend Your Reach through Partnerships

## Schools

Schools serve as a trusted resource in the community for supporting and protecting children. Children are more vulnerable to being victimized—domestic violence, bullying, child sexual abuse, and other crimes affect millions of children every year. Partnerships with schools allow you to bring NCVRW messages to children, parents, teachers, administrators, and neighborhoods throughout the school system. Raise awareness through student art, essays, and public-speaking contests, and honor the winners at NCVRW ceremonies. Engage students by inviting them to plan their own outreach campaigns (using school media and art department resources). Schools can host educational forums and assemblies, sociodramas, debates, and plays on issues that affect children in your community.

## Military Installations

Domestic violence, sexual assault, shootings, and other crimes in military installations have brought military crime victims further into the public consciousness. Although the Uniform Military Code of Justice differs in some respects from other jurisdictions' criminal codes, these military crime victims have rights. These include the right to be treated with fairness and respect, to be notified of court proceedings, to be present at proceedings related to the offense, to be informed about the case, and to receive available restitution. Work with military victim services officers and communications professionals to promote National Crime Victims' Rights Week in military media and print communications. Encourage military installations to hold NCVRW ceremonies and to honor military leaders who have protected the rights of victims under their command.

## Tribal Authorities

Native Americans and Alaska Natives experience significantly higher-than-average crime rates. Often remote and isolated from the larger community, these tribal

communities should be included when possible in NCVRW events. Ask your local colleagues or leaders from these communities to identify key problems for their populations and how NCVRW outreach could help them. Reach out to tribal authorities, seek their suggestions, and work together to promote the priorities they identify.

## Workforce Training/Job-Search Centers

Because crime may cause unexpected expenses for victims, its impact on unemployed and underemployed victims can be especially severe. Such victims need to be familiar with their rights and the local services available to them as crime victims. Workforce training centers can post NCVRW information and host events to build awareness about crime and crime victim services in their neighborhoods.

## Youth-Serving Organizations

Because young people are more likely than any other age group to be victimized by crime, youth-serving organizations have a strong interest in victims' rights and services. NCVRW partnerships with such agencies will help build awareness about crimes against young people, best practices for prevention and intervention, and local resources to protect children and prevent crime. Potential NCVRW partners include the YMCA and YWCA, Campfire USA, Boy Scouts and Girl Scouts, 4-H Clubs, Big Brothers and Big Sisters, City Year, Junior Achievement, International Order of the Rainbow for Girls, the Boys' and Girls' Clubs of America, the National Youth Leadership Council, youth athletic leagues, and faith-based youth organizations throughout the nation. Consider partnering with parent-teacher organizations and local mentoring programs to publicize and hold NCVRW events. \*

Each year, communities throughout the country develop a variety of creative ways to commemorate National Crime Victims' Rights Week. From festivals to educational forums, art displays to tree plantings, marches to memorials to media outreach, diverse groups with a variety of experiences, knowledge, and skills create their own traditions to honor, engage, and advocate for victims. To support these efforts, the Office for Victims of Crime, in conjunction with the National Association of VOCA Assistance Administrators, offers funding assistance through its Community Awareness Projects (CAP) initiative. Each year, the awards are selected based on criteria including collaboration, innovation, community impact, media involvement, and experience with victims' issues. As you plan your 2016 activities, use this list of last year's events from communities around the country to help inspire your ideas and creativity. For additional CAP descriptions from prior years, visit <http://cap.navaa.org/previous.html>.

## NCVRW SPECIAL EVENTS

### Art Exhibits and Dramatic Performances

#### Awards Ceremonies

#### Billboard Campaigns

#### Candlelight Vigils

#### Commemorative Displays

Balloons and Pinwheels

Garden Ceremonies and Tree Displays

Interactive Displays

#### Educational Forums

#### Information and Resource Fairs

#### Marches and Walk/Run Events

#### Media Outreach

#### Public Service Announcements

#### Youth-Focused Events

Art Activities and Contests

## Art Exhibits and Dramatic Performances

Art is a powerful medium for victims of crime to convey their experiences and build empathy and support.

- **Victim Witness Services for Coconino County**, Arizona, held a "Show Your heART" art slam event featuring art by local victims of crime. All kinds of art were represented as well as victims of all types of crime.
- **The Marjaree Mason Center** in Fresno, California, hosted an art exhibit at a popular downtown art venue. The location brought together the art community, residents from low-income neighborhoods, service providers, and victims of crime.
- **Mending of the Sacred Hoop**, Inc., in Duluth, Minnesota, sponsored "Faces of Violence," a theatrical piece written and performed by Native women. The stories highlighted all types of crimes and violence committed against American Indian and Alaska Native women.
- **Teton County Victim Services**, in Jackson, Wyoming, hosted the "Victims' Rights Art Gala," displaying artwork created by local community members based on crime, trauma, and healing.

# Ideas for Special Events

- **FOCUS**, Inc. in Newcastle, Wyoming, created a PhotoVoice, relaying the experiences of local crime victims and witnesses visually through 10 storyboards.
- **The Crisis Shelter of Lawrence County** in New Castle, Pennsylvania, created a “Crime Victims Play” as a direct look at victims’ rights, from victimization to court proceedings through the offender’s release from jail.

## SPECIAL ANNOUNCEMENT

The **Attorney General’s National Crime Victims’ Service Awards Ceremony**, sponsored by the U.S. Department of Justice and coordinated by the Office for Victims of Crime, will be held Tuesday, April 12, 2016, at the National Archives in Washington, DC, and will be streamed live. For more information about this special event, including the time and location details, please visit [http://ovc.gov/awareness/about\\_ncvrw.html](http://ovc.gov/awareness/about_ncvrw.html).

Have someone you’d like to nominate for an award? Nominations for next year’s National Crime Victims’ Service Awards will open this spring. For criteria, applications, and more, visit <https://ovcncvrw.ncjrs.gov/awards/default.html>.

## Awards Ceremonies

Awards ceremonies are a great way to show the community what work has been done toward helping victims of crime as well as support the individuals who dedicate their lives to the cause.

- **Dial Help**, Inc., in Houghton, Michigan, held its awards ceremony in a downtown area that was both bus and wheelchair accessible. A resource fair was combined with the event.
- **The Oregon Department of Justice**, Crime Victims’ Services Division in Salem, Oregon, included an award for service to victims of crime in their community action project.

- **The Vermont Center for Crime Victim Services** in Waterbury, Vermont, hosted an awards ceremony that included a guest speaker and an informational workshop for advocates.

## Billboard Campaigns

Billboard campaigns are among the most effective strategies for showcasing your NCVRW activities because of their wide reach. From signs overlooking high-traffic areas to ads on mass transit, these outlets help spread important messages throughout your community.

- **Safe Avenues** in Willmar, Minnesota, created outdoor billboards across the counties that they service announcing statistics on victimization and contact information for related services in the region.
- **Family Services Incorporated** in Altoona, Pennsylvania, sponsored an Altoona Curve baseball game where they displayed information for victims of crime on banners and signage throughout the ballpark.
- **The North Dakota Department of Corrections and Rehabilitation** in Bismarck created four billboards in the Bakken region—chosen due to a rise in crime—to spread information about available crime victim resources.
- **The Crime Victim Assistance Division of the Iowa Attorney General’s Office** in Des Moines sponsored electronic billboards before and during a semi-professional baseball game where the Attorney General threw the first pitch.

## Candlelight Vigils

Few activities are as moving and symbolic as candlelight vigils. Communities gather at vigils to honor crime victims and recommit to securing victims’ rights. The sight of hundreds of people holding candles in the dark is a

powerful symbol of transforming the darkness caused by crime and shedding light on victims' rights. Among the hundreds of organizations that held candlelight vigils were the **Mobile County District Attorney's Office** in Mobile, Alabama; the **SafeHouse of Shelby County, Inc.**, in Pelham, Alabama; the **Crime Victims Assistance Association of Arkansas** in Little Rock; the **Kern County District Attorney's Office** in Bakersfield, California; **Friends of Yates** in Kansas City, Kansas; the **New Orleans Police Department** in Louisiana; **Destined to Win Ministries** in Winterville, North Carolina; the **Center for Safety & Change** in New City, New York; the **Richmond County District Attorney** in Staten Island, New York; the **Victim Assistance Program, Inc.**, in Akron, Ohio; the **Florence Crittenton Agency** in Knoxville, Tennessee; and the **H.O.P.E. Center, Inc.**, in Athens, Tennessee.

Some communities added unique elements to their vigils:

- **The Two Rivers Coalition for Victim Advocacy** in Glenwood Springs, Colorado, hosted their candlelight vigil at the courthouse. Before the candlelighting, a local band played, and attendees were encouraged to bring posters in honor of their loved ones affected by crime.
- **CLUES (Comunidades Latinas Unidas En Servicio)** in Minneapolis, Minnesota, held a community vigil led by a therapist to honor those whose lives were lost as a result of crime. Participants were able to write a message or prayer about their loved one as well as participate in the Clothesline Project, where women presented their stories by decorating shirts to be hung up during the vigil.
- **The Lorain County Domestic Violence Task Force** in Lorain, Ohio, held a candlelight vigil and balloon release where participants were given Forget-Me-Not seeds to plant as a reminder of how communities are affected by crime.

## Commemorative Displays

Commemorative displays allow communities to remember and honor crime victims in personalized ways. From pinwheels to balloons, and tree decorating to interactive displays, these rich, visual tributes raise public awareness and support victims and loved ones through their recovery.

### Balloons and Pinwheels

Balloon releases are a colorful gesture to memorialize crime victims, acting as a visual reminder of the wide-scale impact of crime.

- **Connecticut Children's Alliance** in Woodstock, Connecticut, hosted a pinwheel ceremony on the lawn of the state Capitol Building.
- **Planned Parenthood Mohawk Hudson, Inc.**, in Schenectady, New York, held a balloon release and group photo following a recognition ceremony.
- **The HOPE Center** in Faribault, Minnesota, displayed pinwheels in multiple locations representing the number of victims served each month.
- **The KAW Nation** in Kaw City, Oklahoma, hosted a 5K Color Walk/Run, where a balloon release to honor victims of crime marked the start of the event.

### Garden Ceremonies and Tree Displays

For many victims and families, plants symbolize growth. Nature provides a sense of peace in the face of loss.

- **The Maine Chapter of Parents Of Murdered Children** in Cambridge, Maine, displayed "Trees of Hope" in the waiting rooms at 10 health centers across the state to show their support for victims of crime. Each tree had a placard describing National Crime Victims' Rights Week and included the Sexual Assault Support Services hotline number.

- **The Chesapeake Sheriff's Office Victim/Witness Assistance Program** in Chesapeake, Virginia, held an awards ceremony where each guest was invited to tie a ribbon on a tree either to represent their own victimization or in honor of a loved one who had been a victim of crime.

## Interactive Displays

Interactive displays are a powerful tool for bringing victims' rights issues to the forefront of your community.

- **The Family Advocates Program, Inc.** in Boise, Idaho, had a week-long film festival during National Crime Victims' Rights Week that focused on issues surrounding family violence. A moderated forum followed each film screening.
- **Citizens Against Domestic Violence** in Camdenton, Missouri, held an event where each participant received a biodegradable lantern in a color representing a crime (e.g., purple for domestic violence). Survivors told their stories and then released 250 lanterns into the air.
- **The Kings County District Attorney's Office-Victim Services Unit** in Brooklyn, New York, set up an outdoor chalkboard art project where community members were encouraged to write in their response to the phrases "Community in Brooklyn Means..." and "I Feel Empowered When...."
- **The Crisis Center** in Bristol, Virginia, held its fifth Annual Clothesline Project in conjunction with a carnival and Silent Witness art installation.
- **The New Hampshire Coalition Against Domestic and Sexual Violence** in Concord, New Hampshire, displayed a victims' memorial quilt followed by a press conference by the **State Attorney General**.

## Educational Forums

National Crime Victims' Rights Week forums and panels offer an opportunity for experts to analyze and educate the public about the impact of victimization on individuals and the community.

- **The Bronx Independent Living Services** in the Bronx, New York, presented information on rights and services for victims of crime with disabilities through creative and informational workshops that were open to the public. One of the workshops included designing NCVRW t-shirts that highlighted the participants' ideas and feelings about crime and abuse.
- **The Victims Resource Center** in Wilkes-Barre, Pennsylvania, held a mock rape trial focusing on the colleges and universities in the surrounding area.
- **The Network for Victim Recovery of the District of Columbia** in Washington, DC, conducted a Twitter town hall to provide information and resources on different types of crime. They also held an Art and Video Expo that presented the Twitter town hall along with the art and video submissions.
- **The Area Agency on Aging of Pasco-Pinellas, Inc.**, in St. Petersburg, Florida, hosted two self-defense classes led by law enforcement at local community centers.
- **The DeKalb County Solicitor-General's Office** in Decatur, Georgia, held a community-wide event at the county courthouse that focused on survivor resiliency.
- **Johnson County District Attorney's Office** in Olathe, Kansas, had a free two-hour self-defense class that focused on delay and escape tactics.
- **Legacy House** in Indianapolis, Indiana, held a panel discussion on media influences on victims of crime.

- **The Waterloo Police Department** in Waterloo, Iowa, hosted a two-hour public event that included informational videos and a live demonstration of the VINE information service (Victim Information and Notification Everyday).
- **People Against Domestic and Sexual Abuse** in Jefferson, Wisconsin, created a series of three videos that raised awareness about domestic abuse, dating violence, stalking, and sexual abuse in the county. The videos were premiered at a public event, in which video participants also engaged in a discussion panel.

## Information and Resource Fairs

Information expos and fairs attract wide audiences, and can offer useful information about victims' rights to communities. Among the many organizations that held information and resource fairs were the **Person Center** in Washington, Arkansas; the **Miami-Dade County Community Action and Human Services Department** in Miami, Florida; the **Iowa City Police Department** in Iowa City, Iowa; **Destined to Win Ministries** in Winterville, North Carolina; and **Aid to Victims of Domestic Abuse** in Houston, Texas.

Some communities added unique elements to their fairs:

- **The Crisis Intervention Service** in Mason City, Iowa, hosted two different resource fairs, one at a central location and the other in a densely populated area. The first 200 attendees at each fair received a free t-shirt with the NCVRW logo and colors on it. Each fair was followed by a panel discussion with local service providers.
- **The City of Detroit Police Department** in Detroit, Michigan, held an awareness fair where officers from all 12 police precincts were represented. The fair included information, prizes, giveaways, and guest speakers.
- **The Henry County Attorney's Office** in Mt. Pleasant, Iowa, combined their resource fair with an awareness walk including t-shirts, bracelets, and other materials that included the NCVRW logo and colors.
- **Friendship of Women, Inc.**, in Brownsville, Texas, held a four-hour resource fair in a public park where local service providers and partners provided information focused on the Victims' Bill of Rights.
- **The Women's Center of East Texas, Inc.**, in Longview, Texas, hosted five information and resource fairs, where they collaborated with other victim service agencies and nominated individuals from each to receive a Crime Victims Service Award.
- **The Mid Florida Community Services, Inc.**, in Brooksville, Florida, held a ribbon-cutting ceremony to open the resource fair.

## Marches and Walk/Run Events

Marches and walk/run events are popular ways to bring communities together for fun and to inspire victims' rights celebration.

- **The Family Justice Center Sonoma County Foundation Board of Directors** in Santa Rosa, California, hosted a "Walk a Mile in Her Shoes" march.
- **The Community Advocates for Family & Youth** in Capitol Heights, Maryland, hosted a "Victim Rights Awareness Walk" where participants honored someone they knew.
- **The Boone County Prosecuting Attorney** in Columbia, Missouri, held a 5K walk and run where the first 300 participants received a free t-shirt and bracelet.
- **The Lassen Family Services, Inc.**, in Susanville, California, along with **Victim Witness** co-chaired their second "Annual Walk a Mile in Their Shoes"

# Ideas for Special Events

event with collaboration from 18 other agencies and crime survivors. Informational booths and guest speakers were included in the event.

- **The Shelter Agencies for Families in East Texas**, Inc., in Mt. Pleasant, Texas, hosted their Second Annual Super Hero 5K and Fun Run, where attendees dressed up as their favorite super hero or wore an NCVRW t-shirt provided to them.
- **The Cumberland County Commissioners** in Carlisle, Pennsylvania, hosted a rally and one-mile evening walk, featuring remarks from both the district attorney and mayor.

## Media Outreach

Throughout National Crime Victims' Rights Week, powerful media campaigns take many different forms as organizations reach out to the widest possible audiences. Among some of the many organizations that produced outreach materials were **Against Abuse**, Inc., in Casa Grande, Arizona; **Mesa City Prosecutor's Office** in Mesa, Arizona; the **Office of the District Attorney, 7th Judicial District** in Montrose, Colorado; **St. Bernard Battered Women's Program**, Inc., in Chalmette, Louisiana; **Lutheran Community Services Northwest** in SeaTac, Washington; **TimeOut Family Abuse Shelter**, Inc., in Ladysmith, Wisconsin; and **Wood County Victim Witness Services** in Wisconsin Rapids, Wisconsin.

Some communities added unique elements to their media outreach:

- **The Mobile County District Attorney's Office** in Mobile, Alabama, advertised National Crime Victims' Rights Week through movie theater screenings, direct mail, restaurant napkins, and stickers on pizza boxes.
- **Holly's House** in Evansville, Indiana, used the NCVRW logo and human trafficking hotline number

on bars of soap that it distributed to area businesses and hotels.

- **Mavani**, Inc., in New Brunswick, New Jersey, created a poster about the rights of domestic violence victims aimed at educating the South Asian community on victims' rights. The culturally sensitive posters were distributed in English, Hindi, and Bengali.
- **Haven House** in Rio Rancho, New Mexico, not only distributed printed materials, but also conducted a four-week radio awareness campaign announcing National Crime Victims' Rights Week and its theme.
- **The Korean American Family Service Center** in Flushing, New York, distributed information and resources through subway and bus ads in Korean, Chinese, Spanish, and English.

## Public Service Announcements

Public services announcements (PSAs) are a powerful outreach tool to raise awareness of the needs and rights of crime victims. Each year, victim assistance advocates funnel their passion and creativity into these videos that are often broadcast on local television stations.

- **Deaf Iowans Against Abuse** in Cedar Rapids used a public service announcement to have Deaf survivors share their stories through sign language. Captions were provided.
- **Western Kentucky University Research Foundation**, Inc., in Bowling Green, Kentucky, developed both video and poster public service announcements that highlighted interpersonal violence and bystander intervention.
- **Winnemucca Domestic Violence Services**, Inc., in Winnemucca, Nevada, sponsored public service announcements on a local radio station.

## THEME VIDEO IN ACTION

Last year, Community Awareness Projects found a variety of uses for the Theme Video in their outreach efforts. As you plan your 2016 NCVRW campaigns, you might find some of the following suggestions helpful:

### PLANNING

- Brainstorm with your planning team and partners on how to build your NCVRW campaign message and how to best use the Theme Video in your outreach appeals. Talk about how your efforts, like the organizations in the video, *serve victims, build trust, and restore hope*.
- Show the Theme Video to your staff to prepare them for NCVRW activities.
- Use the Theme Video to train and build awareness among your volunteers and interns as well as to educate local students about your organization's role in building a healthy, hopeful community.

### WEB OUTREACH

- Embed the Theme Video in your organization's website.
- Post a link on your site to the Theme Video on the [OVC website](#) or [OVC YouTube channel](#).
- Link to the Theme Video in your social media outreach.

- Produce a localized NCVRW public service announcement to post on your website or use at presentations.

### CEREMONIES AND EVENTS

- Show the Theme Video at the beginning of your community's candlelight ceremony.
- Open your NCVRW kickoff ceremony with the Theme Video, and ask your speakers to focus their comments on the key video messages—*Serving Victims. Building Trust. Restoring Hope*.
- Project the Theme Video on a large screen, to run repeatedly before and after your NCVRW events.

### PRESENTATIONS

- Edit the Theme Video to include personal accounts by local victims and survivors and offer the customized video to local advocates or educators for presentations in schools and neighborhoods to demonstrate the impact of crime.
- Present the Theme Video at an educational open house or informational meeting.

The Theme Video is available for viewing or download at [www.ovc.gov/ncvrw2016](http://www.ovc.gov/ncvrw2016).

- **Kentucky River Community Care** in Hazard, Kentucky, ran a commercial in local theaters and on television that used 100 high school students to represent crime victim statistics.
- **The Women's Center of Montgomery County** in Elkins Park, Pennsylvania, created a 15-second on-screen advertisement in movie theaters to promote their services.

## Youth-Focused Events

National Crime Victims' Rights Week events focus heavily on youth, who are disproportionately affected by crime. By involving schools, parents, and students, many organizations make a special effort to engage community youth in advocacy activities, such as art exhibits, drama and chorale performances, and other special events.

## Art Activities and Contests

National Crime Victims' Rights Week art activities help students and communities empathize with the trauma of victimization.

## Ideas for Special Events

- **Crime Victims Assistance Association of Arkansas** in Little Rock hosted an art contest across area high schools. The winners' artwork was printed on t-shirts that were given away at other NCVRW events.
- **The Family Justice Center of St. Joseph County, Inc.**, in South Bend, Indiana, held a youth art and essay contest focused on the NCVRW theme. The posters were later displayed in their offices.
- **Working Against Violence, Inc.**, in Rapid City, South Dakota, held a public service announcement contest for middle school students enrolled in video production classes. The winner's video was aired on local television stations.
- **The Washington County District Attorney's Office of Victim Services** in Washington, Pennsylvania, held a ceremony to recognize students who had created posters and written essays for National Crime Victims' Rights Week and displayed their pieces.
- **Albemarle County Commonwealth Attorneys' Office** in Charlottesville, Virginia, held a contest for middle school students to create public service announcement posters.
- **The Department of the Prosecuting Attorney-Victim Witness Kokua Services** in Honolulu, Hawaii, sponsored the Keiki (Children's) Poster Contest and a recognition ceremony.
- **North Idaho Violence Prevention Center** in Coeur d'Alene, Idaho, sponsored a high school poster contest across five counties and held workshops at different school districts about adolescent dating violence and establishing healthy relationships. \*